INTO University Live Brief

Congratulations on entering the final week of Apply! The live brief week is your opportunity to practise what you've learned over the course of the program in the context of a real business: INTO University Partnerships. You'll work on the brief individually, but your peers, coaches, and our trusty #technical-support Slack channel are here to support.

Your task

INTO University Partnerships are considering expansion of their portfolio in the USA, and would like to target potential new partner universities/colleges who fit the following criteria.
The universities **must** be located in a state:
- Which is proven to be highly attractive to international students
- Where INTO does **not** currently have a university partner (you can find the universities INTO has already partnered with here)
- With a relatively affordable price point for undergraduate study

INTO would prefer that the institutions present an opportunity for recruiting international students at scale. Indicators of this include:
- University currently has a low percentage of international students compared to State benchmarks
- University has demonstrated poor growth in international student enrollments for a minimum of **three** years
- University has an attractive price point for students coming from more price sensitive backgrounds

Whilst INTO are interested in your shortlist of ~20 institutions, you will need to focus on **no more than 5** in your presentation (the rest can remain in your business case)

How is the live brief week organised?

Monday	Peter will present the brief and you will have (limited) time to ask Peter questions. Whole cohort to create a list of additional questions for Peter using this doc - **due by 1pm Tuesday**
Tuesday	Coaches will lead small groups in providing peer feedback on data cleaning...remember your tree groups! What data are you using?

	How are you dealing with missing data Are you using data from outside sources and if so, what manipulation needs to be done?
Wednesday	Coaches will lead tree groups each in providing peer feedback on coding logic. Are the questions you are asking being translated into code properly? Are you under or over filtering? Are comparisons fair? Does the focus make sense?
Thursday	You will work on slides and practice presentations with coach support. At 4pm, students will submit their business cases and interactive dashboards. Coaches will read through these and pick the top 8 students (20% of the cohort) to present to Peter on Friday, everyone else will present to a member of the iO-Sphere team.
Friday	Presentations and end of cohort celebration!

What are the deliverables?

- A business case (2 pages maximum, can be longer including appendix) due Thursday at 4pm
- An interactive PowerBI dashboard meant to allow executives to look through the data behind your recommendations, due Thursday at 4pm
- A 5-minute individual presentation; you will not need to submit your slides in advance

Where's the data?

INTO University has provided some US university data which has been uploaded to Big Query. You may also wish to use other outside data to augment your research and recommendations.

- The US Department of Education provides "College Scorecard" data which includes the type of data that it expects prospective students to need when making a college decision. You can download this data as CSV files here; the data dictionary is here.
- The US Bureau of Labor Statistics publishes Consumer Price Index information (including by region and urban area) here.

These are just ideas; you are welcome to ignore them and find your own resources for this project!

Where can I find background on INTO?

Check out these key resources to get to know your client, and share others you find with your peers.
- [INTO University Partnerships Website](#)
- [Article about recent INTO expansion into United States](#)
- [Article covering INTO survey of study abroad demand among Indian university students](#)
  - View lots more relevant INTO University research like that mentioned in the article above [here](#)

What should my business case look like?

Remember that this work is not just something you'll do this week – it will also be a great piece for your data analyst portfolio! Your business case, slides, and dashboard should be materials you are proud to show Peter as well as prospective employers who want to see examples of your work.

Here are some tips:
- Make use of headings and bullet points to organise your brief visually
- Highlight key points visually using graphs, graphics, larger text, or colour. Business brief do not need to be boring looking – they should be informative and punchy. For ideas on how to format your brief, check out the many [Canva business templates](#)!
- Just as you did with your resume, ask a peer to read your brief for feedback as well as to check spelling and grammar
- Whether you use Canva, Google Docs, or Word to write your brief, the final version should be exported as a PDF to ensure formatting remains the same no matter who opens the brief